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United States Department of Agriculture

Research, Education, and Economics
Agricultural Research Service
National Agricultural Library

SUBJECT: Summer WIC Mailing

TO: Regional, State and Local WIC Offices

FROM: Debra Whitford
Director, Supplemental Food Programs Division
Food and Nutrition Service

Shirley King Evans
Acting Coordinator
Food and Nutrition Information Center
National Agricultural Library

The WIC Program is pleased to be a partner in the Text4baby initiative, which aims to address the national health challenge of improving maternal and child health. Text4baby is a mobile information service designed to provide free, health-related text messages to underserved pregnant women and new mothers, empowering them with information they need to ensure their health and give their babies a healthy start in life. Women who sign up for the service by texting BABY (or BEBE for Spanish) to 511411 will receive free SMS text messages each week, timed to their due date or baby's date of birth.

This initiative is made possible through a public-private collaboration among government and tribal agencies, corporations, non-profit organizations, professional associations, and academic institutions. Led by the National Healthy Mothers and Healthy Babies Coalition, the goal of the Text4baby initiative is to launch and evaluate the effectiveness of mobile health technology as a means of providing critical health information and promoting positive health outcomes among underserved populations.

Enclosed in this mailing are four, 8 x 10 inch sample posters promoting the Text4Baby initiative. Each of the four posters features a pregnant woman from a different racial/ethnic group and one poster is available in Spanish. These files are available to print from the WIC Works Web site <http://wicworks.nal.usda.gov>. An order form is included if you would like to obtain additional Text4baby materials, including full-size, 18 x 24 inch posters and tear-pads. Please note that we have limited quantities of these items available. Additionally, WIC agencies are encouraged to become a Text4Baby Outreach Partner to promote the initiative and encourage the families you serve to sign up for the service. As partners, you are eligible to receive several benefits such as artwork for promotional materials, program updates, and access to an online partner portal.

Using modern technology to provide valuable health and nutrition information to expectant and new moms is what WIC is all about. We hope that you will use the enclosed information to promote this new innovative program to your participants. If you would like to learn more about Text4baby or become an Outreach Partner, please visit their Web site www.text4baby.org. Please let us know what else we can do to help you help WIC! Contact the WIC Works team by phone: 301-504-6047, by fax: 301-504-6409, or by email: wicworks@ars.usda.gov.



National Agricultural Library & Public Services Division
10301 Baltimore Avenue & Beltsville, MD 20705-2351

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WIC Publications Order Form
Healthy Mothers, Healthy Babies text4baby.org Materials

Publications listed below are single copies unless stated differently.

text4baby.org Posters (18 x 24 inches)

Order #	Quantity	Material Description
407PC	_____	Caucasian (Limit of 2)
407PA	_____	African American (Limit of 2)
407PH	_____	Hispanic (Spanish) (Limit of 2)
407PN	_____	Native American (Limit of 2)

text4baby.org Tear Pads

408TC	_____	Caucasian (Limit of 2)
408TA	_____	African American (Limit of 2)
408TH	_____	Hispanic (Spanish) (Limit of 2)
408TN	_____	Native American (Limit of 2)

8 x 10 posters are available for downloading and printing from the WIC Works Web site - wicworks.nal.usda.gov

Materials can only be shipped to WIC clinics in the United States and their territories. No international orders. Limited quantities available until supply exhausted.

Required Information:

Name: _____
WIC Clinic Name: _____
Street Address: _____
City, State, Zip: _____
Phone: _____
Email: _____

Orders can be faxed to: Publications Coordinator at 703-305-2196,
mailed to: Supplemental Food Programs Division, 3101 Park Center Drive, Room 520,
Alexandria, VA 22302, Attn: Publications Coordinator
or email: WICHQ-SFPD@fns.usda.gov